

U.S. Patent Application Serial No. 10/016,988

Docket: BS01371

Response to August 18, 2006 Office Action

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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CENTRAL FAX CENTERApplicant: William R. Matz, *et al.*

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Serial No.: 10/016,988

Examiner: A.Y. Koenig

Filed: December 14, 2001

Docket: BS01371

Title: Methods and Systems to Perform Content Targeting

Conf. No.: 4972

## AMENDMENT

Commissioner:

The Assignee submits this response to the Office Action mailed August 18, 2006. The Assignee respectfully asserts that the pending claims distinguish over the applied references.